

Message Text

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PAGE 01 LAGOS 07022 230934Z
ACTION AF-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----054913 231255Z /53

R 221404Z JUN 77
FM AMEMBASSY LAGOS
TO USDOC WASHDC
AMCONSUL IBADAN
AMCONSUL KADUNA
INFO SECSTATE WASHDC 1865
USIA WASHDC

UNCLAS LAGOS 7022

IBADAN FOR HOYT AND CONNER

E.O. 11652: NA
TAGS: BEXP, NI
SUBJ :KYRINTING AND GRAPHIC ARTS CATALOGUE SHOW (PGA)

REF: (A) LAGOS 6202, (B) USYQC 10798 (NOTAL)

1. AS STATED REFTTEL, ORIGINAL PLAN TO HOLD THIS PGA WITH LAGOS DAILY TIMES PRINTING, PACKAGING AND PUBLISHING EXHIBITION HERE JULY 24-30 BECAME DOUBTFUL WHEN TIME EXHIBITION DEPARTMENT DECIDED TO CHANGE DATES AND PLACE ITS EXHIBITION AND WHEN US INDUSTRY RESPONSE PROVED VERY POOR.

2. TIMES HAS NOW INFORMED US ITS EXHIBITION CHANGED TO AUGUST 28 SEPTEMBER 4 IN NATIONAL ART THEATRE, SUBURBAN LAGOS, AND BOOTH SIZE DIMISHED TO 10X10 FEET BUT PRICE REMAINS AT ABOUT DOLS 800. WE STILL HAVE ONLY ABOUT 50 CATALOGUES.

3. AFTER CONSULTATION WITH USIS LAGOS, THEREFORE RECOMMEND FOLLOWING:

A. STAGE COMBINED USIS VIDEO TAPE RECORDING (VTR) AND
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CATALOGUE SHOW IN IBADAN AND LAGOS, USING 15 VTR FILMS DESCRIBED USIS CM-372 DATED APRIL 9, 1976. VTRS WERE ORDERED FOR DAILY TIMES EXHIBITION AND WILL BE IN NIGERIAN JULY 15-AUGUST 15, WHEN THEY MUST BE SENT ANOTHER POST. VTRS SOUND IDEAL FOR SHOWING WITH CATALOGUES. POUCHING CM TO IBADAN

B. COMBINED SHOW WOULD OPEN IBADAN (CENTER OF NIGERIAN PUBLISHING INDUSTRY), JULY 25-30 IN USIS DURING NORMAL BUSINESS

HOURS OF 0730-1600. IBADAN WOULD PROVIDE SUPPORT PERSONNEL (VTR ATTENDANT, OFFICER OR COMMERCIAL LOCAL ON HAND). ACTION REQUESTED: IBADAN PLEASE CONCUR OR SUGGEST ALTERNATIVES.

C. LAGOS WOULD STAGE SHOW AUGUST 8-13 IN USIS WHITNEY YOUNG CENTER, YABA (SUBURBAN LAGOS), DURING NORMAL BUSINESS HOURS OF 1000-1700 AND 0900-1300 SATURDAY.

D. CATALOGUES ONLY WOULD THEN BE AVAILABLE FOR STATIC DISPLAY KADUNA LATE AUGUST OR WHENEVER ELSE CONVENIENT. REGRET UNABLE HOLD VTRS FOR KADUNA SHOWING. ACTION REQUESTED: KADUNA ADVISE WHETHER STATIC CATALOGUE SHOW DESIRED, HOW AND WHEN TO TRANSPORT CATALOGUES AND FIRM DATES FOR DISPLAY.

E. LAGOS WOULD PREPARE STENCILLED ANNOUNCEMENT INCLUDING VTR SHOWING SCHEDULE AND ITEMIZED LIST CATALOGUES AND MAIL TO KNOW PROSPECTS

COUNTRY-WIDE, PROVIDING CONSULATES WITH COPIES FOR OWN DIRECT MAILING. THEREFORE NEED FIRM DATES AND HOURS FROM CONSULATES ASAP.

4. FOR USDOC: UNDER CIRCUMSTANCES ITR NOT REPEAT NOT NEEDED. UNLESS YOU FORSEE SUBSTANTIAL INCREASE IN CATALOGUES, SGGEST YOU CANCEL ITR AND COMMENT ON ABOVE PROPOSAL. PLEASE HOLD BUDGET OPEN FOR CHANGES TO COME.
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Message Attributes

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Disposition Comment:
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